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Mexico

Product Brief

The Mexican Market for Health Foods 2004

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Report Highlights:

Mexico's health food market is estimated in about \$500 million per year. Domestic production covers around 70 percent and imports account for the remaining 30 percent. This market is expected to continue to grow at an annual average rate of 10 percent over the next five years.

Includes PSD Changes: No
Includes Trade Matrix: No
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[MX]

SECTION I. Market Overview

The Mexican market for health food has been growing steadily over the past 10 years due to an increase in consumer awareness of the benefits of a healthy diet. As the overall per capita income rises, and the middle and upper middle class grows, more Mexicans are pursuing healthier lifestyles. These trends have led to an increase in the demand for health foods, particularly among those consumers from 20 to 50 years old.

This study will address products consumed because of their health benefits such as low-calorie, low-fat, low-carbohydrate, high-fiber, high-protein and energy bars, but will not consider products that are light using any form of artificial sweetener such as diet sodas and juices, or other products with sugar substitutes.

The specific products to be considered in this study include:

- Power bars, including simple breakfast bars, snack/lunch bars, and bar meal supplements for athletes: Most of these bars are imported, however, the breakfast and lunch type bars are now being produced locally by multi-national companies such as Kellogg's, Nestle and Quaker Foods.
- Diet/Fiber supplements and meal replacements: These products were popular in the early 90's, and though demand dipped in the late 90's, it is now recovering. These are high fiber, vitamin rich products that provide a feeling of satiation. They generally come in the form of powder for shakes such as Slim Fast and GNC slim shakes. Most of these products continue to be imported.
- Diet meals: these ready to eat meals that have entered the Mexican market in the last 7 years. These are balanced whole meals for people interested in weight loss. Brands such as Weight Watchers, Jenny Light, Lean Cuisine, and Healthy Choice are present in the market, but demand and popularity is still limited. There are many reasons for the limited demand including that they are only available in major supermarkets and must remain frozen, they are relatively expensive and the meals have not been developed to be suited to Mexican taste. Consumers have indicated that they are willing to prepare an easy meal at home rather than consume a less flavorful frozen meal.
- Soy products: These products include dry flavored soy meals, tofu, soy-milk cereals, and soy based juices. This is a fast growing sector. Some of these products are locally manufactured, however the basic ingredients are imported.
- Whole grain bakery products, breakfast cereals, pastas and nut/grain mixes: These products have been growing in popularity in the last five years and demand is projected to continue to grow. These are mainly locally manufactured.
- General specialty grocery products, including low fat, low carb, low calorie, sugar-free (without artificial sweeteners) products including mayonnaise, salad dressings, sauces, jams, jellies, soups, canned meats, cookies and crackers and many other bottled or canned products: These products are primarily imported, though domestic production is growing.
- Natural muscle builders and fat burners powdered supplements: Popularity has grown with the growth of health clubs in the major metropolitan areas. These products are imported.

The health foods market will grow and offer good opportunities for U.S. exporters, though as popularity grows, domestic production will increase and expand into new products. Domestic production will remain the primary competitor for imported U.S. products.

Table 1: Advantages and Challenges

Advantages	Challenges
NAFTA eliminated import duties in most products	Strict sanitary regulations and labeling requirements for food imports into Mexico
High recognition of US brands associated with high quality	Very recent understanding of the benefits of healthy products
Current lack of domestic production of highly processed health foods	Current domestic production of whole grain and basic health food products and in the future-- increasing competition from domestic production for processed health foods
Overall growing demand for health food products	Imported products tend to be more expensive
U.S. proximity to Mexico makes transportation costs lower than for other countries	The impression that diet or healthy products are tasteless or taste bad
Women's increasing purchasing power and desire for convenience and healthy foods	The Mexican culture to cook instead of buying processed meals
The need of specialty products for those who are diabetics, or have high cholesterol consumers and increasing awareness of diet changes	Only a portion of the population can afford to purchase healthy based
Improved distribution channels, such as cold chain integrity	Consumers still purchase many foods in local markets, rather than supermarkets where most health foods are sold

SECTION II. Market Sector Opportunities and Challenges

a. Domestic Production

Mexico meets about 70 percent the consumer demand for health foods with domestic production. Domestic production has been increasing rapidly in the past 5 years and is estimated at around \$350 million. Production is expected to continue to grow at an average annual rate of 12-15 percent over the next 5 years. Right now, it is primarily focused on bakery products, power bars, cereals, nut/grain mixes, soy milk and juices, low fat ice-cream and other low fat dairy products.

The fastest growing sector is in the production of soy products. Soy is being extensively used in the processing of various meat products, cheese, soymilk and juices.

b. Imports and Foreign Competition

There are no official import figures for health food products since all of them enter the country through general food product tariff codes making it impossible to determine exact import figures. However, it is estimated that about \$150 million or 30 percent of the market is covered by imported health foods. The US accounts for 65 percent of the total imports, followed by Canada with 8 percent, Spain with 7 percent and the remaining coming from

other European and South American countries. The main imported products are soy products and ingredients, food and fiber supplements, power bars, and ready to eat meals.

c. Domestic Consumption

Consumers from 20 to 50 years of age are the most health conscious of the population. Those consumers who live in major metropolitan areas and have the budget to spend on health food products are about 5 percent of the population of Mexico, or 4-5 million people, out of the 100.4 million Mexicans. These consumers spend about \$100 per year on average on health foods. Mexico is estimated to have a health food market of about \$500 million per year. This market is expected to continue to grow at an annual average rate of 10 percent over the next five years.

d. Market Structure

The Mexican health food market has developed rapidly during the past 10 years. Currently there are 2,000 health food specialty stores in Mexico with seventy percent located in Mexico City, Guadalajara and Monterrey. Also, the presence of food supplements, power bars, soy products, diet meals and other health foods has increased in general supermarkets, drugstores, department stores, health clubs and most recently, the less formal retail sector such as mom and pop stores and street markets.

Table 2: Sales Channels for Health Foods in Mexico

Sales Channel	Percent Total Sales	Percent of Imported Products
Specialty health food stores	35	70
Large supermarket chains, health clubs and pharmacies	15	20
Informal Market	50	10
TOTAL	100	100

Mexican or Foreign Companies/Brands established in Mexico:

Nutrisa: One of the largest producers of health foods and also a large retail store chain with 207 stores strategically located throughout the country (29% in Mexico City). Most of its products are produced domestically though it is slowly incorporating innovative imported health foods. Nutrisa has grown from 47 stores in 1995 to over 200 stores in 2003.

GNC: Is the other largest food supplement retail chain in Mexico, with more than 200 stores around the country. Most of its products are imported and although it has been traditionally focused on specialized food supplements, vitamins and power bars, it is starting to sell a wider variety of health food products.

Soyamigo: A Mexican company for dehydrated soy ready-meals, using US soy raw ingredients.

Kellogg's, Quaker, Nestle: Leaders in the power bar sector and breakfast cereals sector.

Santiveri: A Spanish health brand established in all supermarket chains and main deli stores. It has a vast variety on health and diabetic products such as mayonnaise, jams, dry goods, processed meats, bakery products, pastas, and salad dressings.

Esteé: A Canadian/American health brand that is established in all supermarket chains and specialty health food stores. It has a vast variety of diabetic food products such as ketchup, jams, cookies, candies, sweets, and chocolate. They cover 80 percent of the diabetic food market in Mexico.

Fiiller: It has an large variety of whole grain bakery products sold in all the supermarket chains.

Healthy Choice and Weight Watchers: Are the two primary brands for ready to eat frozen products sold in Mexican supermarkets.

Slim Fast: A U.S. based company with the largest share of diet shakes, diet power bars in Mexico. It is a well-recognized brand and its products are distributed in supermarkets, health food stores and informal stores.

Table 3: Health Foods Sector Market Share

PRODUCT	MARKET SHARE - (percent)
Bakery products, cereals, etc.	30
Food supplements	24
Power bars	16
Soy products	11
Specialty groceries	10
Diabetic products	6
Frozen meals	3
TOTAL	100

Marketing strategies:

Finding the right importer/distributor combination is the single most important success factor to entering the Mexican market. There are three main types of distributors:

- 1) Specialized importers of health food products, who sell to specialty stores and supermarkets, but does not have their own stores.
- 2) A major health food store chain like GNC, or Nutrisa with their own stores located on strategic areas in the country.
- 3) A major processor of food products carrying a health food product line. They have nationwide distribution and have access to supermarkets and smaller corner stores.

The informal markets that sell mainly domestically produced goods are not considered as a feasible venue for imported goods. These are traders located in street markets, small stores located inside of municipal markets, or street vendors throughout the country.

In order to provide a good overview of the target market, a market survey was conducted in Mexico City with a group of 200 men and women with medium to high-income levels and between 20 and 50 years of age. Results that may be useful for potential exporters:

- 98% tend to diet by themselves, not under doctor's supervision.
- 95% prefer to buy fresh fruit, vegetables and meat rather than processed meals (frozen, canned etc).
- Only 5% said they buy or have bought frozen meals and 90% of them did not like the product's taste.
- 60% will choose a "light" product over a regular one.
- However, another 60% mentioned that light products tasted badly and were more expensive.
- 50% have tried diet shakes, and only 10% would continue to drink them.
- 45% take food supplements on a daily basis.
- 80% had no preference of a US product over a Mexican one, as long as it had the same quality standards.
- 80% feel that "light" products are less healthy than regular products.
- 15% have had a bad experience with an imported "light" product.
- 50% were willing to buy natural innovative diet products, groceries, shakes and power bars.
- 20% tend to compare prices between "light" and normal products.
- 40% are keener on natural products as opposed to processed health products.

When they were asked what the market needed, people replied that more naturally derived health foods, better flavors and more variety. Based on their responses we estimate that growth will be strongest in power bars, food supplements and diet pills.

Hotel and Restaurants:

Demand for health foods has also reached the Mexican hotel & restaurant (H & R) sector. In the past 5 years the number of restaurants that have included healthier or diet meals on their menus has increased dramatically. These menus focus on low calorie and low fat meals. However, this sector is not importing processed health foods yet except for a few desserts and some ingredients such as soy paste. The H & R industry still prefers to buy fresh raw ingredients and prepare them in a healthy manner for lower calorie dishes. This sector is not yet familiar with innovative health food products. A good distributor and marketing approach could be able to open a niche market in the H & R industry.

SECTION III. Entry Strategy

a. Business culture

The best way to understand the Mexican market is visiting the country and talking to buyers, retailers, distributors and other players in order to prepare a more effective entry strategy. US exporters must do their research not only in terms of typical market research, but also finding appropriate business contacts and thoroughly reviewing Mexican import regulations in order to successfully seize market opportunities and overcome market challenges. An affordable way to investigate the market is to participate in and/or attend Mexican trade shows, particularly US Pavilions organized by the Agricultural Trade Office (ATO) at selected shows. A show can serve as a way to contact local distributors/sales agents, buyers and businessmen, and to become familiarized with local competition. In the case of new-to-market companies, be prepared to provide support for in-store and media promotions to familiarize consumers with your products.

Personal relationships are the primary base of Mexican business relationships. Mexicans attach great importance to courtesy in all business endeavors. Many will not want to do business with someone who does not practice general courtesy or is considered rude or

disrespectful. The concept that "time is money" should be left at the border, and though Mexican businesses are also conscious of the bottom line, courtesy and diplomacy are more important values to most Mexicans than getting immediately "down to business". In the face of a disagreement, Mexicans tend to be skilled at diplomacy and choose to avoid confrontation and loss of face. In a potential confrontation they strive to reach a consensus without having clearly defined winners and losers.

Several important points should be recognized in order to have success in the market:

- *Business is generally conducted in Spanish.* Though many educated Mexicans speak English, many professional business people (potential key contacts) do not. Assume business and communication will be conducted in Spanish and have a translator, or better yet, a person working for you that speaks Spanish.
- *Personal face-to-face communication is critical.* Personal contact with buyers is essential to initiate business relations in Mexico; a fax or an email is not considered reliable or appropriate for initial communication and will often be completely ignored. A business that is serious about sales will need to visit the market in person to explore the opportunities for their product and develop personal contacts. Follow-up by email or fax is appropriate, but having an in-country representative or making periodic personal visits is also important.

Importers/distributors are a key component to export sales in Mexico. Finding a good importer/distributor in Mexico is a critical part of success in exporting to Mexico. A good distributor should promote sales and make sure that the imported products are available at points of sale. Importers/distributors serve as a link to buyers and in-country representatives, have the expertise to handle complicated regulations and can trouble-shoot problems that imports can face at the border. Avoiding these key links in the distribution process to save money will almost always result in a loss of resources.

b. Trade services available and events

U.S. firms should consider using a variety of marketing tools to effectively distribute their products in Mexico. These promotional activities could include:

- Participating in trade shows,
- Preparing brochures and promotional materials in Spanish,
- Hosting technical seminars to inform end users, distributors and retailers of new technologies, innovations and product advantages, and
- Being involved with the ATO who continuously organize marketing campaigns to support American companies exporting to Mexico.

The Agricultural Trade Offices in Mexico: Mexico City and Monterrey, provide services to help you access the market. In addition to sponsoring U.S. Pavilions, see below, the office can provide information about local distributors and contacts, and can arrange services from a contractor who can set up individual meetings for you in the country for a fee. These contractors, referred to as Ag Aides, can provide a link from you to both distributors and retailers of healthy foods in Mexico. For more information on available services, or to connect with our Ag Aides, please contact our offices in Mexico City or in Monterrey.

Trade Events:

ALIMENTARIA MEXICO 2004

When: June 9-11, 2004

Where: Centro Banamex, Mexico City
Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico City
Tel: (011-5255) 5280-5291
Fax: (011-5255) 5281-6093
Email: carlos.zertuche@usda.gov
Web Page: www.alimentaria-mexico.com
Show type: Food and beverage show

EXPHOTEL 2004

When: June 9-11, 2004
Where: Centro de Convenciones de Cancún, Cancún, Q. R.
Contact: Lourdes Guzmán, U.S. Agricultural Trade Office (ATO)-Mexico City
Tel: (011-5255) 5280-5291
Fax: (011-5255) 5281-6093
Email: lourdes.guzman@usda.gov
Web Page: www.exphotelcancun.com
Show type: Largest hotel and restaurant show in the Mexican Caribbean region.

ABASTUR 2004

When: September 29-October 1, 2004
Where: Centro Banamex, Mexico City
Contact: Lourdes Guzmán, U.S. Agricultural Trade Office (ATO)-Mexico City
Tel: (011-5255) 5280-5291
Fax: (011-5255) 5281-6093
Email: lourdes.guzman@usda.gov
Web Page: www.feriasalimentarias.com
Show type: Mexico's largest Hotel and Restaurant show

EXPO INTERNACIONAL NATURISTA ANIPRON 2005

When: February 11-13, 2005
Where: WTC World Trade Center, Mexico City. Sponsored by Nutrisa
Contact: ANIPRON-Asociación Nacional de la Industria de Productos Naturales, A..C.
Lic. Andrea Olaide, Organizing Committee
Tel: (011-5255) 5665-5802 or 7790 or 6733
Fax: (011-5255) 5665-9248
Email: anipron@anirpon.org
Web Page: www.anipron.org
Show type: Mexico's largest show for natural and healthy products

ANTAD 2005

When: March 11-13, 2005
Where: Expo Guadalajara Convention Center, Guadalajara, Jal.
Contact: Carlos Zertuche, U.S. Agricultural Trade Office (ATO)-Mexico City
Tel: (011-5255) 5280-5291
Fax: (011-5255) 5281-6093
Email: carlos.zertuche@usda.gov
Web Page: www.antad.org.mx
Show Type: Mexico's largest retail and supermarket show

SECTION IV. Import Requirements¹

a. Tariffs and Taxes

According to NAFTA all import tariffs for the following U.S. made health foods have reached zero on January 1, 2003. However, some restrictions may apply to products containing sugar if they are part of the Sugar Re-export Program, and additional taxes are applied to any products containing sugar imports. Some imported food products containing sugar must pay around \$0.31 cents per kg tax.

To calculate the product's tariffs and restrictions, the custom broker requires a technical letter with all the product's components and percentages.

Products with wheat cereals	1001.90.01
Frozen ready meals	1602.32.01
Food supplements with Cacao	1806.10.99
Processed vegetables for diabetics	1901.90.02
Jams and jellies and purees for diabetics	2007.99.01/02/03
Sauces in general (ketchup, dressings etc)	2103.20.99
Soups	2104.10.01
Ice creams (including those with cacao)	2105.00.01
Food Supplements w/soy (diet shakes, muscle builders)	2106.10.01
Bread, cookies, bars and similar (power bars)	2106.10.03
Other Soy products	2106.10.04
Bread, cookies, bars and similar (power bars)	2106.10.03
Products with fruit and vegetables enriched with minerals	2106.90.06

Mexico has a 15 percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collects the VAT on foreign transactions upon entry of the merchandise into the country. Customs brokers use the total figure to calculate their fees, which are usually 0.5 percent, on average, plus any storage and handling fees.

b. Import and Health Certificates and Non-Tariff Requirements

Under NAFTA, imports of health foods considered as food supplements require a special import permit. A Sanitary Previous Import Permit is required, along with a Sanitary Certificate and a questionnaire on Good Sanitary Practices must be completed. This Secretariat of Health requirement is administered by a newly formed agency called COFEPRIS-Federal Commission for Health Risk Protection (see contact section for more info). To obtain this permit, the importer has to present a chemical analysis of the product, specifying each product contained in the formula and the quantity. Also, two product labels as presented in the country of origin must also be presented. The product is then analyzed and defined as a food supplement or a medication. This whole process takes between 30-60 days and has a cost of approximately \$2,300 pesos (US\$210 dlls.)

The basic Mexican import document is the Pedimento de Importación (customs entry document), which must be presented to Mexican Customs along with the commercial invoice in Spanish and a bill of lading. Products qualifying as "North American" must be accompanied

¹ For a detailed study of Mexican Regulations for Exporting/Border Crossing, the Mexico Exporter Guide and Guide to Service Providers in Mexico see report numbered MX1205, MX3322 and MX2121 on: <http://www.fas.usda.gov/scripts/attacherep/default.asp>.

by the NAFTA certificate of origin to receive preferential treatment. This is issued by the exporter and does not have to be validated or formalized.

Mexican Customs Law is very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers or custom brokers.

c. Labeling

Imported health foods to be sold in the retail sector must be labeled according to the Mexican government specifications in **NOM-051-SCFI-1994**, "General labeling specifications for pre-packaged foods and non-alcoholic beverages". Under this NOM, nutritional information is voluntary, unless a nutritional claim is made. This NOM applies to most food items.. Some U.S. suppliers choose to develop special packaging for the Mexican market. At a minimum, a label must be affixed to each package of the imported product prior to entering the country. All the information on the label must be in Spanish and must include the following data: ²

- Commercial/brand name
- Producer's name and address
- Exporter's name and address
- Country of origin (i.e., Product from de EE.UU.)
- Importer's name, address and RFC number (taxation number)
- Product description in Spanish
- Product description in English
- Preparation and handling instructions
- Net weight in metric units
- Date of expiration
- Ingredients
- Special warnings*

*Effective January 7, 2004 all labels with special information will have to be translated by specialized translators authorized by the Secretariat of Health for such purposes. A list of these translators may be obtained through the COFEPRIS. The translator must receive the original label (not translated) including the product's contents list and its formula. Based on this, the translated label will be amended based on the COFEPRIS' definition if the product is a medication or a food supplement.

For complete information on the Federal law on Metrology and Normalization can be consulted in the following web page:
<http://cronos.cta.com.mx/cgi-bin/normas.sh/cgis/despresult.p?clave=NOM-051-SCFI-1994>

d. Cargo Unloading, Transport and Storage Fees

Cargo unloading fees vary depending on the weight, number of pieces, type of merchandise and location. These fees are usually charged according to pre-established tables. However, whenever possible, shippers should compare prices between service providers. In general, cargo-unloading fees in Mexico are slightly higher than those in the United States for comparable services.

² For additional information on labeling NOMS, see Labeling Regulations report number MX1223 on FAS-USDA site: <http://www.fas.usda.gov/scriptsw/attacherep/default.asp>

Trucks are the most reliable method of delivery within Mexico, accounting for approximately 60 percent of cargo volume. Trucking companies cannot bring merchandise directly from the United States to Mexico. A U.S. trucking company drives the shipment to the border and transfers its trailer to a Mexican rig. The best way to ship by truck is to use an internationally bonded carrier that has relationships with Mexican carriers. Mexican trucking companies generally determine their fees by mileage or distance, weight and type of merchandise. Practically all transport companies/freight forwarders offer a basic insurance plan that covers transport and handling of cargo. When selecting a transporter it is recommended to check their claim history and complaints they might have received. While shippers will find that truck transportation is more expensive than "Container in Flat Car" (COFC) or "Trailer Flat Car" (TOFC), in general, transport fees are lower in Mexico by as much as 10 percent.

Warehousing costs vary depending on the space required and any specific product needs. Warehousing fees follow general market trends of supply and demand; however, it is advisable to compare prices, facilities and reputation, and negotiate before contracting. Average warehouse rental fees in Mexico City are around \$3.60 m2, per month; \$3.00 in the Guadalajara area and approximately \$3.20 per m2 in Monterrey and surrounding areas. In bond storage facilities are a popular storage method used by exporters by which duties are paid on the items stored until they are released from the facility for distribution in the market. Any merchandise placed in a warehouse should be insured. A basic insurance policy can be secured from the warehouse administrator or a more comprehensive policy from a private insurance company.

SECTION V. Key contacts and further information

U.S. Agricultural Trade Office, México City, Mexico

Bruce Zanin, Director
Jaime Balmes No. 8-201
Col. Los Morales Polanco
11510 México, D.F.
Tel: (011-5255) 5280-5291
Fax: (011-5255)-5281-6093
E-mail: atomexico@usda.gov
Web Page: <http://www.fas-la.com/mexico>

U.S. Agricultural Trade Office, Monterrey, Mexico

Dan Martinez, Director
Oficinas en el Parque Torrell
Blvd. Díaz Ordaz No. 140, Piso 7
Col. Santa María
64650 Monterrey, N.L.
Tel: (011-5281) 8333-5289
Fax: (011-5281) 8333-1248
E-mail: atomonterrey@usda.gov

Government and associations

- **COFEPRIS-Comisión Federal para la Protección Contra Riesgos Sanitarios**
Address: Monterrey No. 33, Piso 7
Col. Roma
06700 Mexico, D.F.
Tel: (011-5255) 5080-5357
Fax: (011-5255) 5080-5357

Contact: Dr. Usbaldo Martinez, D.L. (011-5255) 5080-5200
Web Page: www.salud.gob.mx
www.cofepris.gob.mx

- Secretaría de Economía <http://www.economia.gob.mx>
- Padrón Empresarial <http://www.siem.gob.mx/portalsiem/>
- INEGI www.inegi.gob.mx
- Bancomext <http://www.bancomext.com/Bancomext/index.jsp>
- Semarnap www.semarnap.gob.mx

Private sector

- **Nutrisa**

Address: Periferico Sur No. 5482
Col. Pedregal de Carrasco
04700 Mexico, D.F.
Tel: (011-5255) 5665-5802
Fax: (011-5255) 5424-6600
Contact: Lic. Gina Martinez
Web Page: www.nutrisa.com

- **GNC**

Address: Av. Lazaro Cardenas No. 2424 Pte.
Col. Residencial San Agustin
66260 Garza Garcia, N.L.
Tel: (011-5281) 8133-4050
Fax: (011-5281) 8133-4001
Contact: Lic. Francisco Arriaga
Web Page: www.gnc.com

- **Soyamigo**

Address: Av. Lomas de la Manzana No. 46 Local 56.
Col. San Miguel Xochimanga
52927 Atizapan de Zaragoza, Estado de Mexico
Tel: (011-5255) 5368-2462
Fax: (011-5255) 5378-2463
Contact: Mr. Julian Birlain
Web Page: info@soyamigo.com

- **Anipron-Asociacion Nacional de la Industria de Productos Naturales**

Address: Periferico Sur No. 5482
Col. Pedregal de Carrasco
04700 Mexico, D.F.
Tel: (011-5255) 5424-5630
Fax: (011-5255) 5424-5630
Contact: Lic. Andrea Olaide
Web Page: www.anipron.org

- **Glucsa, S.C.** Custom Broker

Address: Av. Del Peñon No. 411
Col. Moctezuma 2da Secc.
CP. 15530 Mexico, D.F.
Tel: (011-5255) 1087-2887
Fax: (011-5255) 1087-2892

Contact: CP Manuel Guerrero
Web Page: www.glucsa.com.mx

Relevant Publications

- Name: **Gente Saludable**
Published by: Nutrisa
Tel: (011-5255) 5081-8947
Price: Free of cost thorough their stores and direct delivery
Issued: Bi-monthly
Number printed: 30,000
- Name: **Prevention**
Published by: Vía Satélite, S.A.
Tel: (011-5255) 5272-6088
Price: US\$1.50
Issued: Monthly
Number printed: 72,814
- Name: **Salud y Belleza**
Published by: Grupo Editorial Armonia
Tel: (011-5255) 5442-9680 D.L. 5442-9685
Contact: Graciela Boran, Sales Manager
Price: \$30 pesos (US\$2.70)
Issued: Biannually (April and August)
Number printed: 70,000
- Name: **Kena-A magazine for women**
Published by: Grupo Editorial Armonia
Tel: (011-5255) 5442-9600
Price: \$30 pesos (US\$2.70)
Issued: Monthly
Number printed: 70,000
- Name: **Kena-A magazine for women**
Published by: Grupo Editorial Armonia
Tel: (011-5255) 5442-9600
Price: \$30 pesos (US\$2.70)
Issued: Monthly
Number printed: 70,000